

MEDIA KIT 2022



ABOUT GOGEOMATICS

Founded in 2011, GoGeomatics Canada is the most popular communications and resource hub for the Canadian geospatial sector. We attract the largest audience of geospatial professionals in all positions looking for sector news, events, and jobs. GoGeomatics promotes and organizes many aspects of the geospatial community. Hundreds of Canadian organizations post their jobs, news, and events on GoGeomatics Canada. We have published over 1,500 Canadian geomatics articles in the magazine, organized hundreds of valuable networking and career conferences and events, and reach thousands through our weekly newsletter, The Canadian Spatial Times, and through social media.

WHO READS GOGEOMATICS CANADA?

SURVEY OF SUBSCRIBERS

Working Professionals: **64.3%**

Managers/Executives: **23.4%**

Job Seekers: **8.2%**

Students: **4.1%**







GEOIGNITE: CANADA'S NATIONAL GEOSPATIAL CONFERENCE

Geolgnite, Canada's largest Geospatial & Location Technology Conference, is a multi-day event hosted by GoGeomatics Canada. Four years strong, Geolgnite invites the geospatial community to engage with one another by sharing work, services, and data through panels, workshops, and more. The conference will be held virtually in winter 2021 and plans continue to bring the government and industry together for innovative programming. In 2021, it had over 1200 attendees online.

GOGEOMATICS MAGAZINE WEBSITE STATS

MONTH	UNIQUE VISITORS	NUMBER OF VISITS	PAGES	HITS
Jan 2021	18,455	40,429	225,774	781,590
Feb 2021	16,459	37,538	225,072	808,766
Mar 2021	18,684	41,664	251,033	918,885
Apr 2021	22,841	47,247	247,602	893,665
May 2021	17,624	36,859	231,392	895,663
Jun 2021	15,750	33,365	218,155	763,405
Jul 2021	17,402	36,436	225,115	882,595
Aug 2021	15,050	28,531	222,318	812,348

SOCIAL MEDIA STATS

	Canadian Spatial Times	2.5K subscribers
	GoGeomatics Facebook Page	2K likes
	Canadian GIS & Geomatics	5.2K likes
	GIS Jobs	3.5K likes
	GoGeomatics Twitter	10.5K followers
	GoGeomatics Youtube Channel	NEW!!
	GoGeomatics LinkedIn Group	5.6K members
	GIS & Geomatics Jobs Group	3.9K members
	Canadian Geospatial Community Group	8.9K members
	GoGeomatics Canada Professional Meetup Groups	5.5K members

GoGeomatics Canada is pleased to offer several affordable ways for you to advertise with us. We track statistics and analytics for every campaign we run, so you'll be able to see just how successful working with us is.



ONLINE MAGAZINE BANNERS

www.gogeomatics.ca 50,000 impressions/month

Your banner ad can be proudly displayed in the online magazine seen by a large variety of people in the sector. We offer two size options, and you can swap out the banner each month to refresh your ad.

Leaderboard Banner (728 x 90 pixels)	6 month (minimum ad buy) \$850 12 months \$1,500
Big Box Banner (300 x 250 pixels)	6 month (minimum ad buy) \$725 12 months \$1,250

COMMUNITY SPONSOR

www.gogeomatics.ca 50,000 impressions/month

Get your clickable logo seen by everyone visiting our website by being featured in our special Community Sponsors section of the front page.

Square Logo	1 year placement \$1,200
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PRESS RELEASE

Via website, email, & social media

Published in our Newsmakers section of the magazine, you can share your news in an effective and clear way.

One Press Release	\$125
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DIRECT EMAIL BLASTS

Via Mailchimp 2,500+ subscribers

We have over 2,500+ people in the geospatial community who have opted in to receive emails blasts right to their inbox with industry news.

One Email Campaign	\$1,600
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SPONSORED CONTENT, CASE STUDIES, AND WHITE PAPERS

Via website, email, & social media

Articles placed on the GoGeomatics magazine website give you the opportunity to explain your brand in a colourful and informative way to our audience of geospatial professionals! From case studies to interviews to product news, tell your story.

One Article	\$550
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NEWSLETTER BANNERS

The Canadian Spatial Times 2,500 subscribers

The Canadian Spatial Times, our weekly newsletter, has over 2,500 subscribers, and your ad can be seen by all! We offer six month blocks, and you can swap out your banner each month if you wish.

Leaderboard Banner (728 x 90 pixels)	6 month (minimum ad buy) \$900 12 months \$1,500
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EVENT POSTING

Via Meetup, email, & social media 10,000 impressions/month

Do you have a location technology-related event you'd like us to post on our calendar? With thousands of members in our Meetup community, your event will reach a motivated and interested audience.

One Event Posting	\$1.25 per day
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All prices in CAD. All prices are subject to change